

Bringing Internet Basics to the Ukrainian Community

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Retail Manager Olga Graves, speak Russian to a group of Ukrainian Immigrants interested in CenturyLink services

March 25- Once a month people line up outside of a food bank in downtown Seattle as early as 7am to wait for a ticket that guarantees them food for the next month. This winter the YMCA located across the street, began opening their doors to these people as a place for them to stay warm and sip on hot coffee.

Last month CenturyLink joined forces with this local YMCA to bring a full breakfast meal and talk to a group of Ukrainian immigrants about CenturyLink's Internet Basics program as they wait for the food bank to open. Bellevue Retail Manager Olga Graves was the key to this event's success because of her unique ability to speak Russian to the group.

As soon as Olga began speaking, the Ukrainian's faces lit up and they were immediately engaged, raising their hands at certain points throughout the presentation to communicate with her. Afterwards they swarmed Olga's table wanting her business cards and asking questions about CenturyLink services. The event resulted in four Internet Basics sales, several leads, and an opportunity to partner with the YMCA for another workshop.

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